

STATE of MINNESOTA

Proclamation

WHEREAS: Minnesota law prohibits the sale of tobacco products, cigars, smokeless tobacco, e-

vaporizers, and associated products and devices to persons under the age of 18; and

WHEREAS: We Card Awareness Month is a retail training effort to boost Minnesota retailers'

awareness of and participation in responsible retailing efforts, and to comply with federal, state, and local laws to identify, prevent, and deny tobacco and other age-

restricted product sales to minors; and

WHEREAS: 2018 is the 23nd anniversary of The "We Card" Program, Inc., which provides training and

education to help retailers comply with age-restricted product laws and serve their

communities as responsible retailers; and

WHEREAS: We Card in-store training and education materials, its online training program, and its

mystery shopping service "ID Check-Up" are available to all Minnesota retailers through

We Card's website; and

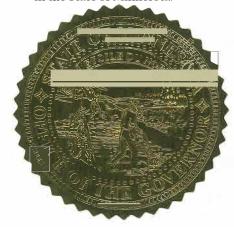
WHEREAS: Minnesota benefits from a responsible retailing community that successfully prevents

tobacco and other age-restricted product sales to minors.

NOW, THEREFORE, I, MARK DAYTON, Governor of Minnesota, do hereby proclaim the month of September, 2018, as:

WE CARD AWARENESS MONTH

in the State of Minnesota.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this $20^{\rm th}$ day of September.

GOVERNOR

Ptere Pimm

SECRETARY OF STATE